



WBQH
1050AM SILVER SPRING, MD

COMMUNITY COMMITMENT REPORT
2ND QUARTER 2012
APRIL 1ST • JUNE 30TH

MELVIN R. CHASE, JR.
DIRECTOR OF PUBLIC AFFAIRS
NEWS ADMINISTRATOR

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PUBLIC AFFAIRS PROGRAMS

WBQH La Mera Mera Radio offers its listeners a diverse mix of news, consumer affairs, and inspirational programming with a variety of entertaining and thought-provoking hosts. All programs air every Sunday.

PARENTS' PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

MUSIC AND THE SPOKEN WORD

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

SPORTS PROGRAMMING

WBQH La Mera Mera Radio is also part of the Federal News Radio Sports Network, airing games for Washington Nationals Baseball, Navy Football, D.C. United Soccer, American University Basketball, and George Washington University Basketball.

PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

🎧 Jun. 24th
PP #1 • 4:30am • 28 min • Advertising Aimed at Kids In Cyberspace
PP #2 • 5:00am • 28 min • Launching Our Young Adults

🎧 Jun. 17th
PP #1 • 4:30am • 28 min • Color Theory
PP #2 • 5:00am • 28 min • Math Concepts

🎧 May 27th
PP #1 • 4:30am • 28 min • Children's Friendships
PP #2 • 5:00am • 28 min • Cooking

🎧 May 20th
PP #1 • 4:30am • 28 min • Plugged In Kids
PP #2 • 5:00am • 28 min • Twins Siblings & Family

🎧 May 13th
PP #1 • 4:30am • 28 min • Bullying
PP #2 • 5:00am • 28 min • Cooking For Life

🎧 May 6th
PP #1 • 4:30am • 28 min • Kids Making Mistakes
PP #2 • 5:00am • 28 min • Children's Friendships

🎧 Apr. 29th
PP #1 • 4:30am • 28 min • Down Time
PP #2 • 5:00am • 28 min • Playground Safety

🎧 Apr. 22nd
PP #1 • 4:30am • 28 min • The Great Outdoors
PP #2 • 5:00am • 28 min • Extending The School Day

🎧 Apr. 15th
PP #1 • 4:30am • 28 min • Parenting a Growth Experience
PP #2 • 5:00am • 28 min • Foster Parenting

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🎧 Apr. 8th
PP #1 • 4:30am • 28 min • Our Legacy To Our Children
PP #2 • 5:00am • 28 min • Picky Eaters

🎧 Apr. 1st
PP #1 • 4:30am • 28 min • Intergenerational Relationships
PP #2 • 5:00am • 28 min • Cooking

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🎧 Jun. 24th • 4:00am • 28:00 min

🎧 Jun. 17th • 4:00am • 28:00 min

🎧 May 27th • 4:00am • 28:00 min

🎧 May 20th • 4:00am • 28:00 min

🎧 May 13th • 4:00am • 28:00 min

🎧 May 6th • 4:00am • 28:00 min

🎧 Apr. 29th • 4:00am • 28:00 min

🎧 Apr. 22nd • 4:00am • 28:00 min

🎧 Apr. 15th • 4:00am • 28:00 min

🎧 Apr. 8th • 4:00am • 28:00 min

🎧 Apr. 1st • 4:00am • 28:00 min

OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

- 🎧 Jun. 24th
OCI #1 • 5:30am • 25:00 min • Insurance Fraud
OCI #2 • 6:00am • 25:00 min • Motorist Issues
- 🎧 Jun. 17th
OCI #1 • 5:30am • 25:00 min • Info Tech Small Business
OCI #2 • 6:00am • 25:00 min • Allergies & Asthma
- 🎧 May 27th
OCI #1 • 5:30am • 25:00 min • Carfax
OCI #2 • 6:00am • 25:00 min • Hospice of Chesapeake
- 🎧 May 20th
OCI #1 • 5:30am • 25:00 min • Consumer Checkbook
OCI #2 • 6:00am • 25:00 min • Crime Prevention
- 🎧 May 13th
OCI #1 • 5:30am • 25:00 min • Keep or Toss
OCI #2 • 6:00am • 25:00 min • Hospice of Chesapeake
- 🎧 May 6th
OCI #1 • 5:30am • 25:00 min • Crime Prevention
OCI #2 • 6:00am • 25:00 min • Health Care & Nurses
- 🎧 Apr. 29th
OCI #1 • 5:30am • 25:00 min • Marc Parsont Massage
OCI #2 • 6:00am • 25:00 min • Checkbook Magazine
- 🎧 Apr. 22nd
OCI #1 • 5:30am • 25:00 min • Ophthalmologist
OCI #2 • 6:00am • 25:00 min • Chesapeake Hospice
- 🎧 Apr. 15th
OCI #1 • 5:30am • 25:00 min • CVS Pharmacy
OCI #2 • 6:00am • 25:00 min • Credit Scores

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Apr. 8th

OCI #1 • 5:30am • 25:00 min • Legal Reform

OCI #2 • 6:00am • 25:00 min • Eye Health



Apr. 1st

OCI #1 • 5:30am • 25:00 min • Web

OCI #2 • 6:00am • 25:00 min • Emergency Medicine

ASCERTAINMENT

As part of our continuing effort to serve our listeners, La Mera Mera talked with various governmental and community leaders about the issues facing our area. The Top Three concerns were: The Economy, Energy Policy, and Health Care. For the fifth straight quarter, The Economy leads all categories.

The Top Issues were:

1. The Economy
2. Energy Policy
3. Health Care
4. Transportation
5. Immigration Reform
6. Education
7. Crime and Public Safety
8. Government Accountability

PUBLIC SERVICE CAMPAIGNS

WBQH La Mera Mera, in addition to its public affairs programming, broadcasts the following public service campaigns:

- 🎧 Childhood Asthma
- 🎧 Childhood Obesity Prevention
- 🎧 Community Engagement
- 🎧 Drunk Driving Prevention
- 🎧 Emergency Preparedness
- 🎧 Employment Opportunities
- 🎧 Financial Literacy
- 🎧 Foreclosure Prevention Assistance
- 🎧 Foreclosure Rescue Scam Prevention
- 🎧 Health and Wellness
- 🎧 High School Dropout Prevention
- 🎧 Hispanic College Preparation
- 🎧 Immigration Reform
- 🎧 Internship Opportunities
- 🎧 March of Dimes
- 🎧 Nutrition Education
- 🎧 Underage Drinking Prevention